QUARTERLY ISSUES AND PROGRAMS LISTING

January-February-March 2011

KTVL-TV MEDFORD-KLAMATH FALLS, OREGON

PROGRAM NOTES:

News10:

Monday-Friday ~ 5:00am, 12:00pm, 5:00pm, 6:00pm, 11:00pm

News10:

Saturday-Sunday ~ 6:00pm, 11:00pm

Public Service Announcements: Run of Schedule

Special Programs:

As Listed

News stories are 1-4 minutes in length Public Service Announcements are :10 - :60 Special Programs lengths are as listed

> For more information regarding this file Call Sheila Giorgetti or current Administrative Assistant at (541) 773-7373

MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS
Community Services / Veterans Veteran's are at risk of depression and	Veteran Suicide d suicide. The Veterans	PSA Suicide Preve	1/1/2011 ention Hotline can	help - call 1-800-273	13 3-TALK.
Environment / Recycling Rechargeable batteries can be recha you protect the environment by prope recycle.					
Drugs & Alcohol / Abuse If you drink, don't drive. Call a cab an	MADD PSA :30 d save lives. Brought to	PSA you by Mothe	1/1/2011 rs Against Drunk	Driving.	29
Services / Armed Forces There are those those who dedicate greater than themselves. U.S. Marine		PSA of honor, to a	1/1/2011 a life of courage	and a commitment t	23 to something
Taxes / Information Early refunds are in for a delay this elecronically file your 2010 tax return. come back.					
Environment / Cleaning Up Educates viewers to be mindful of di eventually enters Bear Creek and other	RVCOG sposing inappropriate r or water sources and car	PSA naterials in sto n pollute/contai	1/1/2011 orm drains. Anyt minate water.	hing dumped into a	38 storm drain
Business / Wages The new year will ring in a higher min workers in Oregon will see a 10 cent ra			1/2/2011 Oregon employee	6p, 6a s. About 87,000 mi	2 nimum wage
Political Process / State Races Edmund G. Brown has officially been state the Memorial Auditorium in Sacarment troubled state than the one he led then	to. He returns to the po				
Taxes / Federal The new year brings changes for how social security. The higher education of			1/3/2011 , 2% less of your	5p, 6p, 11p, 6a paycheck is being	4 taken out for
Consumer Affairs / Information What's the future of broadcast TV? Mregulation from Washington, D.C. Visi		PSA shows, breakin	1/4/2011 g news, mobile T	V, quality HD and 3l	342 D. Not more
Taxes / Information Late tax filers will get an extra three de extra time. The deadline is delalyed The IRS says local holidays in the na have until midnight, Monday, April 18th	because the District of ation's capital impact ta	Columbia will a deadlines the	observe Emancip	oation Day on Friday	apital for the , April 15th.
Environment / Air Pollution The National Weather Service issed ar warning pollution may increase due to				5p, 6p, 11p th Counties until Fric	3 day. They're
Political Process / Local Races Jacksonville now has a new mayor. I mayor in a 4-2 vote. Becker's first plan					

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	AU 10 41044 Service				
MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS
Environment / Water Supply Treatment The Board of Water Commissior on the Robert A. Duff Water communities water supply and complete by summer.	Treatment Plant that w	ill include seismi	c upgrades to pr	otect Medford ar	nd surrounding
Business / Honors A local vineyard is celebrating tw Valley took home two platinum a Franc. The winery competed ag Northwest."	wards for their Troon Vin	eyard 2008 Reser	ve Zinfandel and t	heir Quady North	2008 Cabernet
Law Enforcement / Crimes Ashland employee Rebecca Bia Bianco someone has been using else taking the money from the o before her eyes. She says man activity has been gong on for the	her credit card number for city all in her name. Bland ny people have her user	g more than \$40,0 or the past two yea co says she is sho rname and passw	ars without her kno ocked something li ord. According t	owing. She says i ke this has been h	According to t was someone nappening right
Young People / Bullying Parents speaking up against bull happen in their small town of Bu love going to class. Some paren	tte Falls. Some parents	say bullying is not	1/6/2011 r control. The Kes t an issue at the s	5p, 6p, 11p, 6a, sler family never the school; in fact, the	hought it would
1/14/11: Bullying is an on-going are aware of the issue. Medfor schools is working.	problem in middle schoo d Police say they've see	Is all over the cou in a decrease in s	ntry. Local schoo school bullying an	ls are making sure d that talking abo	e their students out the issue in
Jackson County / Facilities Tractors and bulidosers tearing knowcking down concrete walls budget cuts, disease and a mai water supply.	and filling in deep ponds	lls Hatchery. Ore to close the 96 ye	ear old facility. It	closed in Septemi	ber because of
Business / Expansion The city of Grants Pass clears t Mike Murphey says council mem tower passed leaving many peo Wednesday. Grants Pass neight motions the apeal wasn't approve	bers voted 6-2 against a ople confused and angry bors appealed a propose	one tower but ma 65 foot tower, not . More than a 10 d AT & T cell tow	against a tower e 00 people showed ver in their reside	entirely. After seve I up to the city c ntial area, howeve	ral motions the ouncil meeting
Law Enforcement / Crimes A Klamath Falls man is under ar taken into custody. The fire caus did receive minor burn injuries.	Klamath Falls Arre rest for arson stemming red more then \$6,000 in o	from a New Years	1/7/2011 Eve fire. Yestero I home. No fire pe	5p day afternoon, Dar ersonnel were inju	1 niel Brown was red, but Brown
Community Services / Honor Scott MacDonald is being honor River when Scully suffered a he dad, managing to bring him to sa	art attack and fell into the	News ully from the Rog e rapids. MacDon	1/7/2011 ue River in July. ald quickly jump i	12p, 5p, 11p They were rafting nto the water to re	3 on the Rogue escue his step-
Transportation / Flight A cable attached system provid waiting for final clearance to tes balloon to fight the fog instead of	st out the device during	freezing fog cond	1/7/2011 perational, but rea litions. CASPER (6a ady for deploymer uses dry ice and	1 nt. Officials are a large helium

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MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS
Law Enforcement / Drugs Oregon State Police pulled over stopped a vehicle just off of Into \$100,000 worth of cocine and \$100,000 to the Jackson County jail.	erstate 5 outside of Ashlai	nd. He sooned disc	covered, with the	help of his canine	State Trooper, a price tag of
Law Enforcement / Crimes According to the Josephine Coulon the left leg by a unknown personal control of the co		es Holland was usi			
Law Enforcement / Crimes The chase starting in White Cit The County is responding by se	High Speed Chas y and took police through nding dogs. The car stopp	downtown Medfor	1/11/2011 rd as the suspect Poplar where sus	6p, 11p, 6a, 12p is drove at speeds pects fled on foot.	4 over 90 mph.
Recreation / Facilities Medford Parks and Recreation Parks and Recreation says it's visitors are eating in local restau	because of its first-class	facility that is draw	1/11/2011 ournaments and e ving in visitors fro	6a, 12p events held at the om across the coul	2 park last year. ntry and those
Transportation / Roads South bound traffic will have to install steel beams on the new 8pm to 5am in the morning. OD area today. They're keeping an	bridge. Tomorrow night no OOT says they're only exp	er the bridge and t orth bound traffic w ecting minor delay	rill have to do the s. ODOT was wo	same thing. The	s so crews can detour is from
Law Enforcement / Crimes Just before midnight, Grants Pa stab wound to the lower back a got into a confrontation with the	nd there was another 18 y	ictim of a stabbing year old victim with	n a broken nose.	The two explained	le sustained a
Education / Students Ashland High School is looking program on hold. Applications Then it will be too late to recrui	for student visa's are taki	n 25 foreign studer ng a long time and	d aren't expected	to be passed for	a few months.
Education / Teaching Teachers with Three Rivers Scl and are threatening to strike if program which essentialy allows will also not be applicable. Teac The strike will be likely if the teac	the cuts are passed. In the case are teacher to make more the representive Devron	ne cut, teachers w money as they be Dorn says budget	ill not get any co come more and n	st of living increas nore educated in th	es. Their step neir profession
11pm: A representative says the meeting a success.	ney have reached a tental	live agreement and	d will be voting or	n the contract. Th	ey considered
Business / Sales BRAMMO electric motorcycles l financing options available. No car loan.	Affordable Motorcy have just gotten a little mo w those in the market car	ore affordable. Th	1/13/2011 e Ashland-based over the course o	6p, 11p, 6a business has mad of several years, lik	3 de longer term ce a traditional
Young People / Nutrition The government wants all sch children's health. The proposal most transfats, require more wh	s would require school ca tole grains, fruits and veg	feterias to cut over etables and serve	rall calories, cut s only non-fat or lo	sodium in meals in ow fat milk. Locall	and improve half, elminate y, officials say

that some of the regulations cafeterias across the nation will see are things our cafeterias have seen for the last 5-6 years.

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MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS
Energy / Green The City of Medford wants to bed officials found out what it would to using hybrid cars, energy-efficien be one more step in the right direction.	ake to put solar panels up t lighting and other things t	us and is lookin on some city b	uildings. Medford	d's mayor says the	city is already

Business / Business Barometer Small Business News 1/13/2011 5p, 6p, 11p, 6a, 12p 5
Small business loans are up in the Rogue Valley. One local bank says it's a good sign that the economy is starting to pick up.
Lending to small businesses is up, not just locally but national.

Environment / Management Forests News 1/14/2011 5p, 11p 2
A project to improve forest health and reduce wildfires is moving forward after years of disagreement between environmentalists and timber harvesters. Jack Shipley with the Applegate Partnership and the Southern Oregon Small Diameter Collaborative says the Bureau of Land Management plans to sell timber from the 80,000 acre plot in September. The idea behind the collaboration is to find solutions to historic problems, questioning whether to log or not to log. He says there needs to be active forest management where residents live and the sale will also create timber for local industries.

Safety / Outdoor Flood Advisories News 1/16/2011 6p, 11p, 5p, 6a, 12p 5
Rain has been falling all day and melting snow from the mountains is adding to local creeks and rivers, causing them to rise quickly. A flood advisory was issued all over our region today.

Business / Community Service Pepsi Challenge News 1/17/2011 6p, 11p, 6a, 12p 4
A non-profit group in Medford is looking to make a difference for elementary school students. When Medford Active 20-30 saw
Phoenix Elementary School entered in the Pepsi Challenge to win \$5,000 for PE equipment, they decided to help. They are
now in the final push for votes. The top 10 groups will each be given the money as part of Pepsi's Refresh Campaign.
Currently they are ranked number 12 and need the public's votes to push them over the edge.

Law Enforcement / Facilities Cut Backs News 1/18/2011 5p, 6p, 11p, 6a, 12p 5

Loss in revenue for the Josephine County Juvenile Justice Center means major changes. They're foced to cut back on bed space and lay off several employees, which will save \$160,000.

Medical / Blood Donation News 1/18/2011 5p, 6p, 11p, 6a, 12p 5
Severe storms on the East Coast shut down blood collections with the American Red Cross and now they are down thousands of units. The local American Red Cross says people here donated blood, but they see a decrease in volunteers. They say they need to keep the momentum and continue to collect so they can serve local hospitals and help the East Coast.

Transportation / Trucking Trucking Costs News 1/19/2011 6p, 11p, 6a 3
Truckers are seeing an increase in costs that's not only affecting their bottom line, but emptying out their customers wallets as well. An increase in taxes and fees for truckers is driving up costs for them and in the costs are getting passed on to the consumer.

Economy / Employment Unemployment News 1/19/2011 5p, 6p, 11p, 6a, 12p 17
Oregon unemployment numbers are out today, stuck at nearly the same level over the past 14 months. The jobless rate is sitting at 10.6%, a slight increase in the total number unemployed; officials at the Oregon Employment Department say it's mostly due to an increase in people seeking work. Although there has been an overall increase in employment, more people looking for jobs means higher unemployment.

3/1/11: Oregon's new unemployment numbers are out and the results aren't so good. The latest rate is 10.4% down less than a half percent from December. That being said, state leaders say Oregon added jobs and the unemployment rate should improve next month.

3/7/11: Southern Oregon's unemployment numbers are out and the news isn't good. Oregon's unemployment rate is up to 11.1%; locally it's much higher at 12.9% in Jackson County. Klamath and Josephine Counties are both seeing numbers above 14%. These numbers are significantly higher than last month.

3/24/11: New unemployment numbers for Southern Oregon and the news is good. Jackson County's rate is sitting at 11.7%. In Josephine County a drop from 13.8% to 12.9%. The state as a whole is showing signs of improvement, adding jobs in most counties. This is the first time since 2007 Jackson County has seen three consecutive months of job growth.

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Political Process / Lobbying Merkley Visit News 1/19/2011 5p, 6p, 11p, 6a 4
Senator Jeff Merkley was in Medford this afternoon to talk about how he plans to help families in foreclosure. One of Merkley's top priorities is providing a single point of contact for families seeking loan remodifications.

Business / The Economy Harry & David News 1/19/2011 5p, 6p, 11p, 6a, 5a, 12p 59
It was a tough holiday season for Harry and David. They released a statemeth saying their second quarter results aren't looking good. In fact, they say holiday sales were down, below expectation and they had to discount more Christmas items than they were planning on. They now have to explore and find different financing options going forward, which could include Chapter 11 Bankruptcy. There are no expected layoffs at this time.

2/8/11: More financial troubles for Harry and David. The company says it may go out of business unless it can agree with creditors on a plan to restructure its debt. After disappointing holiday sales, they say they won't be able to continue to finance operations unless it gets new capital and restructures its obligations.

2/9/11: Harry & David has been around since 1936 and say they are not going anywhere, but their inner workings could be changing soon. Yesterday the company released its official quarterly numbers. With low profits and higher debt, the company needs money to pay its bills -- and fast. Harry & David say they are working with creditors, trying to restructure debt.

2/11/11: Nearly 100 employees have been laid off at Harry & David, and more on the way. Insiders say this was just the first round of cuts; however, the company isn't confirming that. A spokesperson does say that the move is directly related to its recent financial troubles.

2/17/11: Local businesses that rely on Harry & David are feeling the pinch. They are the suppliers of milk for chocolates, cheese for cakes, label makers for candy and drivers of gift baskets -- all local businesses based in the Rogue Valley. How much these businesses rely on Harry & David differs, but they all say losing its business would be a hit to their company, too.

2/18/11: Harry & David is moving forward with its restructuring, hiring a Chief Restructuring Officer and appointing a new interim CEO. The two titles are going to one person, Kay Hong, a financial management consultant who specializes in analyzing and turning around troubled businesses.

2/24/11: Another blow for Harry & David. The Medford company is closing two more of its stores, located in Lodi, CA and Loveland, CO. Those doors will close for good on Saturday. The closures are the latest round of cuts in the company's effort to re-organize and avoid bankruptcy.

3/2/11: Medford-based Harry & David is no stranger to financial troubles lately. In the past month, the company has laid off nearly a hundred employees and insiders say there may be more to come. Now, new stores are closing down all across the country.

3/23/11: Harry & David is in the midst of a brewing legal battle. An Ohio-based call center is suing the gift giant for breach of contract. The customer service company claims Harry & David violated the terms of their contract when they prematurely terminated their working relationship.

3/28/11: Harry & David is filing for Chapter 11 bankruptcy protection. The Medford company says it's all part of a plan to restructure its balance sheet. Harry & David expects to continue operating during the reorganization process.

3/29/11: A bankruptcy judge approved a loan for Harry & David. The company can borrow as much as \$100 million. The money is necessary for the company to prepare for the Holiday season.

3/31/11: Harry & David is facing a lawsuit. Three California counties are accusing Harry & David of using misleading packaging. They say Harry & David lies about how much of its product is in each package. The lawsuit also claims the companies dark chocolate raspberries only contain apples. Harry & David is not commenting.

MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS
Environment / Air Quality Officials at the Department of Environ Valley, especially early in the morning Service to look out for warning signs of	, air quality levels are s	still good. The	y are keeping clo	5p, 6p, 11p Although it may lose tabs on the Na	3 ook hazy in the ational Weather
1/25/11: If you have trouble breathin region and could pollution could reach	g, you may want to spe unhealthy levels in Klar	end the next fe math Falls and	ew days inside. <i>I</i> Lakeview.	An air advisory is	in effect in our
Community Services / Hunger The number of Oregonians receiving Nutrition Assistance Program increas 2009.	Food Stamps food stamps has reach ed by about 7,500 peo	News led a record le lple in Decemb	1/20/2011 vel of nearly 750 per alone, up abo	6p, 11p, 6a ,000 people. The out 13% compare	3 Supplemental d to December
Consumer Affairs / Prices Cellular telephone bills could be going customers might not have to worry, but	Cell Phone Bills g up. Phone companie t new buyers will have t	News es say it's to de o pay the highe	1/21/2011 evelop faster sen er rate at the end	5p, 6p vice and more fea of the month.	2 itures. Current
Jackson County / City Government Medford is revamping its parking polic drivers to its parking garages and wi means a ticket is going to set you be downtown. The plan has been almost	ill now offer discounted ack \$25 rather than \$1	l monthly rates 5. Also in the	s. The plan also works, 1300 fre	increased parkir e parking spaces	hoping to pushing fines, which
Education / Charter Schools As cash-strapped school districts lay of attraction is their flexibility and options expected to increase by 7.5% in the cu	. The National Alliance	News ided charter so for Public Cha	1/21/2011 hools are seeing rter Schools says	6p, 11p a big rise in enrol the number of ch	2 lment. The big arter schools is
Community Services / Homeless A special task force wants to know how this week as part of an annual state-we the areas most in need. Last year, before.	ide effort. The informa	tion then goes	to local, state an	d federal agencie	ight count later s to help target
1/27/10: A special task force wants to part of an annual state-wide effort. T most in need.	know how many peop he information then go	le are homeles es to local, sta	ss in our area. Ti ate, and federal a	ney are counting t gencies to help to	them tonight as arget the areas
Taxes / Federal Free File is an IRS program that help Visit www.freefile.irs.gov.	Free File :30 s taxpayers save mone	PSA ey and time by	1/24/2011 letting them pre	pare and file their	220 taxes for free.
Political Process / Bill If passed, Senate Bill 262 would mea Among the long list of proposed regula the horses to be able to stand with the of this bill could spell trouble for an airce	ations are a \$100 tax pe eir heads erect, which o	er horse and the	e requirement tha	it horse trailers be	tate of Oregon. tall enough for
Taxes / Federal Free File is an IRS program that help Visit www.freefile.irs.gov.	Free File :15 s taxpayers save mone	PSA ey and time by	1/24/2011 letting them pre	pare and file their	116 taxes for free.
Taxes / Information Every year millions of working Americ are entitled to and have already earne (EITC). Visit www.irs.gov/eitc to see if	ed. It's all because they	PSA miss out on hu don't realize t	1/24/2011 ndreds or even ti hey are eligible f	housands of dolla or the Earned Inc	194 rs, money they ome Tax Credit

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Consumer Affaire / Drings	Goo Prince	Nowe	1/2//2011	5n 6n 11n 5s	a 12n 6a 60
MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS

Consumer Affairs / Prices Gas Prices News 1/24/2011 5p, 6p, 11p, 5a, 12p, 6a 60
Gas prices are going up in Southern Oregon. The average price for a gallon of Regular is up about two cents from last week to \$3.26. The National average is \$3.09. Some experts say we could see prices hit \$4 a gallon before summer is over.

2/21/11: Almost 9 cents in one week, gas prices are on the rise. People are finding it more and more expensive at the pump. It costs about \$3.38 for a gallon of regular gas in our area; the national average is \$3.16.

3/1/11: Gas prices make their fifth larges jump in the past decade, up 20 cents in the past week alone. Oregon and California are feeling the pain. To find out where to get the best deals for gas in Medford, we set up a link at ktvl.com.

3/7/11: Another bump in gas prices. Right now, you'll pay about \$3.65 for a gallon of regular in the Rogue Valley. Some stations are selling gas for as much as \$3.80. That's a 14 cent increase from last week. The White House is considering taking steps to bring prices down.

3/10/11: Gas prices went up again overnight. The average in the Rogue Valley is now \$3.69; however, many stations are selling regular gas for up to \$3.78. The cost of gas is even higher in California at nearly \$4.00 per gallon.

3/12/11: Gas prices jumped for the 17th straight day Friday. Since February 22nd, gas has surged nearly 40 cents. Analysts say the anxiety over the unrest in the Middle East is driving gas prices higher, but they say the Japan earthquake has not had a major impact and actually sent oil prices down slightly on Friday.

3/21/11: Gas prices keep going up. A new survey shows the average price of gasoline has soard 7 cents in the past two weeks. The average price of regular gas now stands at \$3.57 per gallon. California has some of the highest prices in the nation.

3/22/11: Prices at the pump are going down in most states across the country, but that's not the case here. The national average for a gallon of regular is \$3.55; here, it's gone up 3 cents from last week to \$3.68. Experts say gas prices haven't peaked and will probably climb into the summer.

3/27/11: Prices at the pump are going down in most states across the country, except right here in the Valley. The national average for a gallon of regular is down to \$3.60; in the Valley it's gone up to \$3.79.

Services / Veterans What Lies Ahead PSA 1/24/2011 167
Increases awareness of Veteran benefits and ensures all Veterans and current Service members understand the support and care they are entitled to through the Veterans Administration.

Jackson County / Phoenix Pheonix Makeover 1/26/2011 5p, 6p, 11p, 5a, 6a, 12p 6
The city has been working hard for an urban renewal grant for the city to clean up businesses. Business owners would be able to invest in their properties and in return, revamp downtown. Right now the grant is open to all propery owners withing the city center zone. Director Marla Cates says the city council board originally set aside 10 thousand dollars but the board is considering raising 20 thousand. Both Medford and Talent have participated in similar programs.

Business / Expansion Sears 1/26/2011 6p, 11p, 6a, 12p 4
New jobs could be coming to Ashland. Sears is hoping to open one of it's Hometown stores there. It's already advertising for applicants. A hometown store isn't as large as traditional Sears Store but it carries similar products. The home office is hoping to open the store within the next four months.

Young People / Counseling Troubled Kids News 1/26/2011 5p, 6p, 11p, 5a 4
A community effort is underway to help some of this area's most troubled children. The Southern Oregon Child Study and
Treatment Center houses boys who are physically aggressive. Nine boys live, eat and study at this home in Central Point.
The Center's goal is to get these boys back into mainstream society. A grant of more than \$20,000 from the Medford
Chamber of Commerce will help them create a more traditional setting for the boys to learn and grow. The Center is using the
money to move its classroom from the living room to a neighboring office building.

Health / Veterinary Rabies Outbreak News 1/26/2011 6p, 11p, 5a, 6a, 12p, 11
An outbreak of rabies among foxes in Josephine County, Fish and Wildlife officials say they've had two more reports in the last week. Veterinarians are urging pet owners to be responsible and have their pets vaccinated against rabies. The Department of Fish and Wildlife is watching the situation and wants to know if you find a dead animal or see one acting odd.

MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS
Transportation / Airlines Allegiant Air is cancellilng all flights are on the rise and with fewer pe scheduled beginning March 27th an	ople heading to Arizona	during that tir	ne, the decided t	o cut costs. Flig	says fuel costs
Energy / Natural Gas Protestors took to Medford streets f Jackson County before heading into allow it to build on anyone's property	o California. Protestors s	ay the company	1/27/2011 e would start in Co y behind the pipeli	5p, 11p, 5a, 6a oos Bay and run ine is proposing a	through parts of
Drugs & Alcohol / Rehabilitation It is possible to stop using drugs, th help line at 541-858-0555 or visit ou		. But you have	1/27/2011 e to get there first	. Call the Narco	115 lics Anonymous
Services / Veterans He was there when his country nee of support to our wounded warriers a					
Services / Veterans For our veterans, sometimes comin the challenges they face every day Visit www.uso.org to learn how you comes home.	. The USO provides eve	ery American a	way to support the	nem and their fai	milies. Join us.
Services / Armed Services Mental health consequences of con first online community for Iraq and A			1/28/2011 ration of veterans	. Veterans are u	200 irged to join the
Community Services / Animal Protection Jackson County Friends of the Ar volunteering.	FOTAS-Volunteer :30 nimal Shelter needs volu		1/28/2011 st with caring for	the animals. F	108 Please consider
Community Services / Animal Protection Jackson County Friends of the Anim	FOTAS-Adopter :60 al Shelter has animals th	PSA at need homes	1/28/2011 . Please consider	adopting an anin	184 nal.
Young People / Foster Care When foster children are bounced f help ensure they have a safe, perma	CASA-For Children rom home to home, they anent home where they ca	PSA can end up fe an thrive. CAS	1/28/2011 eling homeless. \ A for children.	Volunteer as a cl	130 hild advocate to
Fransportation / Safety In Oregon, motor vehicle crashes ar precious cargo and it is important fo	Youth Safety-ODOT te the number one cause r parents and other driver	of death and in	1/28/2011 njury for kids 14 a children are alway	nd under. Childro ys safe in a car.	129 en are our most
Services / Armed Forces Your Marine Corps way of life is to d	For Us All efend the American Way	PSA of Life. For us	1/28/2011 all.		219
Education / Public Education Public schools are used to working school days to cutting programs. St for the state to make changes. The focusing on four issues: Medford sch	and For Children, an orga e Stand for Education su	anization rallyin mmit will rally (g for improvemen community suppor	t in public educat rt in public educa	tion, isn't wating ation. They are
Services / Armed Services Mental health consequences of con first online community for Iraq and A			1/29/2011 ration of veterans	. Veterans are u	4 orged to join the

MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS
Political Process / Lobbying Congressman Greg Walden voiced his across 11 states including Oregon was million acres of land and was propose land to provide the greatest use to the	s leaked from the Interion d without any Congress	or Department	last year. The Wi	ld Lands Initiative v	al monuments will lock up 13
Community Services / Homeless Homelessness and illegal camping ar issue during a study session. Expert across the rgion that shows no signs o	is say Ashland the only	News the Rogue Va / local city se	1/31/2011 alley. Tonight the eing an increase i	12p, 5p, 6p, 11p, City of Ashland wi n homelessness;	II take on the
2/17/11: Students at Southern Oregomeeting on campus. People from murban rest stop where people can show	ultiple organizations at	tended the me	of homelessness eeting. Many idea	in Ashland, holdin as were generated	g a town hall I including an
Environment / Volcano Mount Saint Helens is rumbling. Expe this weekend; however, none of them watching the mountain closely.	Mount Saint Helens erts say we shouldn't wo are on fault lines and	News orry, though. there isn't an	1/31/2011 There were about volcanic activity.	6p, 5a, 6a, 12p 15 earthquakes at That being said,	4 the mountain scientists are
Young People / Foster Care Community Works has kicked off a new Case workers are asking for potential shelters and even off the streets.					sk teenagers.
Environment / Wildlife The Department of Fish and Wildlife is keep them away from fish ladders. Th Workers say the hazing doesn't hurt the	ne move should keep th	ne sea lions fr	om eating salmon		e sea lions to
Young People / Social Issues We watch a drama unfold and wonde Honesty pass it on. The Foundatio			2/1/2011 ning a purse ur	ntil the last triumph	92 nant moment.
Community Service / Housing What will you build? A walla roof Each year thousands of volunteers, do Learn more at www.habitat.org and hel	onors and partner famil				
Transportation / Safety Statistics have shown that nationwide crashes at over twice the rate of the po have fewer crashes, get fewer tickets a ODOT-approved driver education cours	pulation as a while. Kit and may pay less in ins	ds that particip	ate in an ODOT-a	oproved driver edu	cation course
War / Veterans From Iraq and Afghanistan, our brave wounds you can't see. Wounded Wa Please help carry these warriors the re	rrior Project was creat	ed to support	our men and wor	nen coming off th	48 e; some with e battle field.
Political Process / Budget California's Governor wrapped up his state workers who will likely lose their eliminated, most coming from the Dep roughly a 2% workforce reduction.	jobs as part of his budg	get fix. Nearly	4500 state jobs u	nder his direct cor	thousands of trol would be

Quarter: January-February-March 2010

MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS
Safety / Young People Unfortunately, some traffic ac information on Teen Safety, vi	Avoidable Accidents ccidents are truly unavoidable. isit www.driversedge.org.	PSA This was not	2/1/2011 t one of those ac	cidents. Slow do	101 wn. For more
to connect with teens experie	We Can Help Us use of death among youth 15-2 ncing a broad range of troubles teens that whatever their probl	s, from eating d	lisorders to relatio	inship issues to de	pression. The
Political Process / Budget Oregon Governor Kitzhaber h State officials estimate there v	OR Budget Cuts neld a news conference annou vill be a \$3.5 billion gap betwee	News nce his propos n incoming rev	2/1/2011 ed cuts to school enue and the cost	12p, 5p, 6p, 11p s, health care and of continuing state	i public safety.
Business / Jobs 300 jobs are being added to a 16-32 people per month for unemployment rte is 3% highe	KF Jobs a call center in Klamath Falls t jobs starting at \$10 per hour er than the state average.	News hat serves Dire : The move	2/2/2011 cTV customers. is a huge boost	6p, 11p, 5a, 6a, The company is p for Klamath Coul	lanning to hire
million from its budget next ye one is tonight at 6:00pm at the	Medford Schools announced that under Governo ar. The Medford School Board Boorth Medford High School; t February 8th at 6:00pm at Sout	l will hold three he next is Satu	forums to get pul irday at 10:00am	blic input on the d	to cut \$10-14 eficit. The first
is in Spanish with English in	and final community budget for iterpreters. The Medford Sch is most students second langu	ool District is	reaching out to	its largest minorit	y group. The
been worse, so it gives them and that amount means keepi	District is taking a closer look hope. Funding may still be be ng dozens of jobs or school da yees will have to pay more for b	low what the D lys. Leaders s	District needs, but	it's \$1 million clos	er than before
Law Enforcement / Gangs The Medford Area Drug and C problem, it's also a communi	Rogue Gangs Gang Enforcement Task Force ty problem. Gang activity has	s been here si	nce the '90s, but	5p, 6p, 11p, 5a, in gang activity isr it was only two	n't just a police years ago that

The Medford Area Drug and Gang Enforcement Task Force, or MADGE, says the increase in gang activity isn't just a police problem, it's also a community problem. Gang activity has been here since the '90s, but it was only two years ago that MADGE was formed that things got worse when two young men were involved in homicide within a two month time period. While there is a tsk force to help combat the problem, police cannot do it alone.

2/17/11: Gangs are creating their own culture, one of violence and destruction. The problem in the Rogue Valley is no where near that of Portland or Los Angeles, but it's creeping into our area. Eleven gangs currently call the Rogue Valley home; most members are part of the Nortenos and Surenos groups. They are white, they are hispanic, they are black. In 2009, MADGE reported 124 gang-related crimes in Jackson County; in 2010, 377 cases. The community needs to know their neighborhood, watch out for one another, and fight against gang violence.

3/3/11: We've shown you the gang problem and just how bad it can get from the outside. Former gang member Gonzalo Duran was a gang member trying to get out. Expelled from school in the 6th grade, he looked for direction in the wrong places and fell into the gang circuit. In cases of gang members trying to leave, it's easier said than done.

Business / Economic Development OR Hollywood News 2/3/2011 5p, 11p, 6a, 12p 4
Oregon's governor is hoping to turn the state into the Northwest's own Hollywood. He says putting Oregon on the big screen is key to bringing in big money. He's boosting the tax credit for film and TV production by \$10 million a year.

Health / Virus News 2/4/2011 5p, 6p, 11p 3
The Jackson County Health Department is investigating a possible outbreak of the Norwalk Virus. Many of the cases are coming from assisted living homes. Experts say it's not unusual to see outbreaks among the elderly and children this time of year.

PROGRAM START DATE

TITLE

MAIN / SECONDARY ISSUE

DESCRIPTION

	nformation Nothing stays the same and that IRS. The program is funded by e needing help. The program could	grants and donations give	en to AARP. '	2/4/2011 in Jackson County Volunteers receive	6p helps the communit training to prepare t	2 sy navigate the axes for those
į	n / Funding Budget cuts and low enrollment a High School is one campus with f not just statewide budget cuts ca dive. The District will be working close.	our high schools, each wi using them to scale back	th a different f , enrollment is	ocus; now, one sch also down becau	nool will close. The I se the housing mark	District's Crater District says its et has taken a
	3/30/11: The Central Point Scho School at Crater High School. P Crater.	ol District decided last ni arts of the Natural Science	ight to cut 30 ce School and	teachers district-w I the students will	ide and close the Na be integrated into ot	atural Science her schools at
	on / Outdoor Hundreds of people gathered at h people can come out, dress up a every year for Special Olympics.	and jump in a very chilly	Hawhtorne po	ol. It's all for a go	6p, 11p izers put together thi ood cause, the even	2 s event where raises money
	eople / Recreation The Medford Salvation Army is ac and 12 can go after school and g program.	After School Iding to its afterschool pro get help with their homew	News ogram. It's nov vork. In addit	2/7/2011 w offering 4 days a ion to tutoring, the	5p, 11p, 5a, 6a week. Kids betweer Salvation Army is a	4 n the ages of 5 dding a music
;	nent / Recycling Shoppers all over the state have that may change that. If Senate E this type of ban.	Paper or Plastic the option of chosing pa lill 536 is passed, plastic b	News per or plastic pags will not to	2/7/2011 bags, but state lav onger be an option,	5p, 6a, 11p, 5a, vmakers are working making Oregon the	on legislation
· /	tation / Roads A Phoenix City Council meeting pressure on the city regarding the the city with an interchange area plannined in more than a year ar forward or stop the project altoget	Fern Valley Interchange management plan and e d a \$72 million investme	Project. In the expected a se	ne midst of the con econd reading sho	struction project, OD tly after. With no se	is putting the OT presented econd reading
,	2/8/11: ODOT is putting the fate will cost about \$73 million, about funds. The interchange may not h	: \$1.8 million will come fr	rom the City o	of Phoenix and the	rest from other sta	il. The project te and federal
(2/10/11: The Phoenix City Counc Council members unanimously a Construction plans won't be finaliz should be done in 2016.	approved the final interc	hange area	management plan	for the Fern Valley	/ interchange.
 	/accinations It's that time of year again. If you If schools and daycares don't hav sent home because they didn't ha	e their records by then, t	News ave until next the child could	2/7/2011 Wednesday to get I get the boot. La	5p, 5a, 6a, 12p, them up-to-date on i st year, nearly 5,000	mmunizations.
\ i {	Process / Bill Who can carry a gun in Oregon? in Salem. Currently, anyone can permits private. The other bill, 27 state.	find out who's carrying a	concealed we	apon. Bill 28-87 w	ould change that, ma	of controversy aking handgun

RUNS

AIR TIME

Quarter: January-February-March 2010

MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS
Political Process / Bill A bill working its way through tuition money goes. If Senat public entity rather than a stat	e Bill 242 is passed, it may (News change the statu give Oregon univ	2/9/2011 is of Oregon Universities financial	5p, 11p, 5a, 6a, 1 versities and make i stability, making the	t clear where

Business / Industry Eat Local News 2/9/2011 12p, 5p, 11p, 5a, 6a 5
If area businesses have their way, your next meal will be local. Representatives at all levels of the food industry met in
Medford, trying to figure out how to make the industry more local. THRIVE wants to make this a reality. An annual food
connection conference to educate food producers, get a network together, and try to remove the middle man. The effort took
to the internet a few months ago, taking the Farmers Market online.

Energy / Propane Propane Propane Pump News 2/9/2011 6p, 11p 2
Oregon's first propane pump is here and it's right here in our own backyard. The new pump is a joint effort between Blue Star Gas and the Rogue Valley Clean Cities Coalition. The target customers are companies with small fleets such as electricians or plumbers. It only costs about \$5,000 to convert a car to propane, which pays off for companies that put a lot of miles on their cars.

Taxes / Information Tax Mistake News 2/10/2011 5p, 6p, 11p, 5a, 6a, 12p 6
A mistake on thousands of tax forms already in the mail and some people who have already filed their taxes may have to start over. The Department of Human Services sent out bad W-2 forms. The state-run agency printed over 12,000 W-2 forms without the state withholding slot. State-wide 12,631 Oregonians received the defective forms. DHS has sent correct forms, but if you've already filed you will have to file an amendment.

Business / Urban Renewal Downtown Medford News 2/10/2011 6p, 11p, 5a, 6a, 12p 7
The Medford City Council is re-thinking its plan for the downtown area. It called off its relationship with the developer slated to build an apartment complex near the Evergreen Parking Garage. The project was supposed to help revitalize the downtown area.

3/3/11: The Commons Downtown Project in Medford will be breaking ground in a few months. The new Lithia Motors headquarters will be built in the Riverside and 6th Street area; they'll be able to consolidate all their buildings, bringing their employees under the same roof for the first time. Both Lithia and Medford Urban Renewal Agency are funding the project. There will be two additional park blocks for community events. The transformation begins April 22nd.

Political Process / Campaigning Obama Visit News 2/11/2011 5p, 6p, 11p, 12p 7
Governor Kitzhaber has confirmed that President Obama will visit Oregon next week to talk about jobs and the economy. He will check out some of our programs and visit Intel's campus in Hillsboro. The visit is set for next Friday.

2/18/11: President Obama is getting a hands-on look at the technology he's hoping can build a new economy. He toured Intel Headquarters in Hillsboro. He plans to name Intel's CEO to the President's Advisory Council and Jobs and Competitiveness. He also talked about the need for jobs.

Law Enforcement / Drugs Drug Bust News 2/11/2011 5p, 6p, 11p 3

A major drug bust in Grants Pass, months in the making. Police raided three medical marijuana-related businesses after numerous complaints from the community about illegally selling drugs. With seven search warrants in hand, police from several agencies busted through the doors of the businesses. The result: seven people in jail, all facing charges involving marijuana.

Agriculture / Economics Produce News 2/13/2011 6p, 11p, 5a, 6a, 12p, 5p 10
Mother Nature is taking her toll on the produce isle that translates into a bigger bill at the grocery store check-out counter.

Lettuce, tomato, and zucchini prices have nearly doubled in price. A produce clerk at Food-4-Less says it's because of a freeze in Mexico, where the store gets most of their winter vegetables from. Prices are anticipated to remain high for the next few weeks.

2/17/11: A recent freeze in Mexico has caused the prices of produce to skyrocket -- tomatoes in particular. In local restaurants, that could mean changing menus. One restaurant owner says they stopped ordering cases of tomatoes because they just got too expensive at \$45 a case.

Quarter: January-February-March 2010

TITLE

MAIN / SECONDARY ISSUE

away.

Environment / Recycling

DESCRIPTION

PROGRAM START DATE

Education / Funding The Ashland school board is facing a teachers. Board members voted una crisis.	Ashland Schools a \$1.3 million deficit. animously, but relucte	News They are voting antly, to conside	2/14/2011 on ways to close r layoffs at this time	5p, 6p, 11p, 5a, 6a that gap; one option e as a way to solve	is laying off
2/17/11: The Ashland School Distriction				r school this year w	vith hopes of
2/23/11: The Ashland School District close a \$1.3 million deficit. One optio are keeping teachers in their jobs, claprograms. The District will hold more	on considered by the I ass sizes, having choi	District is layoffs, ces on what sch	, but parents aren't ools to send their c	so sure. Some of th hildren to, and savin	eir concerns
3/8/11: The Ashland School District v which programs are most important to	will hold a public forun o the community. The	n on Thursday to meeting is set f	o discuss budget cu for 7pm at Ashland	ts. District leaders v High School.	want to know
3/10/11: The school district is facing asked parents what programs they debecause most people were at the open and they will have a final budget plan	on't want to see go. ening of a play tonigt	Only a few pare	nts showed up for	the meeting; school	staff say it's
3/15/11: A big blow for middle school cash. School Board members say it w	olers in the Ashland s will save about \$100 t	School District. housand, but pa	Competitive sports rents say the kids a	have been cut in our losing much more	order to save e.
Community Services / Hunger The economy is affecting the Govern Umpqua Banks in Medford as well employees say it's key to keeping loca	as one in Central P	News far, no one has oint. The food	2/14/2011 donated anything, drive runs through	5p, 11p, 5a, 6a Food barrels are the end of the m	4 set up at all onth. State
Political Process / Measure Oregon's Measure 11 may not be wo sentences set by the measure. Only The Measure was originally passed to	about one in three p	eople indicted for	2/14/2011 shows that plea dor a Measure 11 cr	6p, 11p, 5a, 6a eals are reducing th ime is actually conv	4 e mandatory icted of one.
Law Enforcement / Crimes	East Medford Burg	laries	News	2/15/2011	12p
Burglars in East Medford get away wi	th firearms, cash and	jewelry during t	wo break-ins that p	olice say are most l	ikely related.

Law Enforcement / Crimes GP Armed Robbery News 2/15/2011 12p, 5p 2
Grants Pass Police are looking for a man armed with a large hunting knife who robbed a woman at the Suds Laundromat.
Officers say the suspect demanded money and clothes. No description was released of the suspect.

Biomass Industry

Picture of a bike stolen in one of the burglaries was taken from a home on Dellwood ave. where two firearms were also taken. A couple hours before that break-in, burglars got away with cash and jewelry from a home on Fortune Dr. about six blocks

Governor Kitzhaber announced hundreds of thousands of dollars in grants is available to help get Oregon's biomass industry moving. The \$200,000 grant will be given to a half dozen companies for doing feasibility studies on building or expanding plants that burn forest thinnings to produce energy or turn wood biomass into fuel. They are part of his plan to build the biomass industry to create new jobs, new sources of energy, and promote thinning projects that improve the health of forests.

News

Law Enforcement / Crimes Lumpy's Robbery News 2/15/2011 12p, 6p, 11p, 5a, 6a 5
The robbery happened at Lumpy's on South Riverside yesterday morning at 10:30 am. Ploice say a woman armed with a handgun held up the same clerk who was held up in a robbery at the same Lumpy's last Tuesday. The suspect in last weeks robbery was a man. Yesterdays suspect is described as heavy set about 5' 6" wearing a dark blue or black hoody sweatshirt.

RUNS

AIR TIME

5a, 6a

2/15/2011

Quarter: January-February-March 2010

Business / Technology	Hunter Communications is donated a faster internet link t	News	2/16/2011	11p, 5a tay ahead of cyber	2 criminals, It's
MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	START DATE	AIR TIME	RUNS

Hunter Communications has donated a faster internet link to the task force to help police stay ahead of cyber criminals. It's upgrading the internet conection at no cost. The task force investigates computer-based crime and provides digital forensic lab services to more than 50 federal, state and local law enforcement agencies throughout Oregon. The speedy connection will help the task force investigate propery crimes, fraudulent websites, child porn and scams.

Law Enforcement / Crimes White City Stabbing News 2/16/2011 5a 1
The Jackson County Sheriffs Department received a 911 call just after 1 am Valentines Day, saying there was a group of males in a White City parking lot with unknown weapons. By the time authourities arrived, every one was gone. Police are asking the public to help as they don't have a suspect and the victim is not talking.

Law Enforcement / Crimes JoCo Vandalism News 2/16/2011 12p, 5p, 6p, 11p, 5a, 6a 6
Police say there's more than \$10,000 in damage at Reinhart volunteer All-Sports park in west Grants Pass. Someone damaged signs and statues throughout the park and damaged trees, buildings and the concession stand.

Political Process / Bill OLCC Bill News 2/16/2011 5p, 6p, 11p, 5a, 6a 5
The OLCC says restrictions could be placed on their license, like certain drinks not being served after a certain hour. The agency's main priority is safety and if the bill passes it will take effect immediately.

Young People / Violence Fight Club News 2/16/2011 5p, 6p, 11p, 5a, 6a, 12p 6
Several videos posted online recently show Crater High School students brawling. Students say it's been going on for at least
four years. However, they say the fighting has died down since last year when students started facing consequences. School
leaders say they're working with police to take care of the problem.

Law Enforcement / Crimes Flamingo Robbery News 2/17/2011 12p, 5p, 6p, 5a. 6a 5
Police released surveillance pictures from an armed robbery at Flamingo's on Roberts Road in Medford. Police say the suspect puriled out a handgun and demanded money from a clerk. He's described as possib ly hispanic, in his mid 20's 5' 10" about 140 to 150 lbs. He was wearing a black or dark hoodie sweatshirt, a black and white bandana covering his nose and mouth, blue jeans, and white shoes that may have black sols.

Safety / Weather Winter Weather News 2/17/2011 5p, 6p, 11p, 5a, 6a 23
Interstate 5 at the Sexton Pass is back open after a winter blast closed it this morning. Treacherous roads, poor visibility, and a whole lot of snow and ice were the culprits.

2/22/11: Another winter storm is approaching the region; this one will bring lots of snow to the area, including the Valley floor. ODOT crews are preparing for the worst. Drivers are advised to go out only if necessary, but if you have to go out to drive slowly, check tripcheck.org for road conditions, and carry chains.

2/24/11: Several inches of snow graced the Valley floor this morning, in some places there was more. It came down hard at the Medford Airport, but didn't stick. The lack of snow put a damper on some people's hopes for a snow day.

Education / Funding School Closure News 2/17/2011 5p, 6p, 11p, 5a, 6a, 12p 22
A developing story: the Central Point School Board is recommending the District close Sam's Valley Elementary School. If the plan is approved, the school will close its doors permanently when classes let out for summer. A community meeting is scheduled for next Wednesday to go over the proposal.

2/23/11: School District officials met with parents and members of the community to listen to their opinions and concerns. Many came with questions asking what other options there were. The Superintendent says no matter what they decide to cut, someone will be offended. A decision about Sam's Valley wont be made until the end of March.

3/2/11: Parents are organizing an effort to save Sams Valley Elementary School, using Facebook and their own determination. They will present a plan to the school board next week.

3/8/11: Parents and district leaders met tonight to go over options to keep Sams Valley Elementary School from closing. One potential solution: transform Sams Valley into a zero energy school. They say it will make it unique and help boost enrollment. Parents say no matter what the decision they don't want to loose something they may never get back. School board members say they are facing a tough decision, but something has got to go. They hope to make a final decision in the next couple of months.

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3/9/11: New options for Central Point School District. The district may need to slash as much as \$5 million from its budget. Parents and the school board met last night; Sams Valley Elementary School is currently on the chopping block. One option

You may see an increase in your utility bills as early as next month. Avista Utilities is hoping to increase rates to raise profits

Medford's Police Department is adding video cameras to 19 patrol cars. It's been in the works for the last two years. Police

News

News

TITLE

Utilitiy Increase

Cameras

and offset operating costs. If the increases are approved, they'll start in March and continue in June.

MAIN / SECONDARY ISSUE

Energy / Cost

DESCRIPTION

Law Enforcement / Police Effectiveness

Business / Urban Renewal

investigating both fires.

Fires / Arson

to save it is to turn it into a charter school.

say the new cameras will help on several levels.

PROGRAM START DATE

2/17/2011

2/18/2011

Education / Public Schools Thousands rallying at Oregon's sta Union, Stand for Children, and the addition to the rally, the group is pl	Oregon Education Asso	ociation were a	unding. Members imong those who t	urned out for the rally ir	nternational Salem. In
Women / Abortion Hundreds took to the streets in Po The bill's author says tax dollars sl organization the organization doe potentially life saving care.	houldn't be used to subs	use bill that we idize the large	st abortion provide	r in America. Protestor	Parenthood. s argue the
2/23/11: Planned Parenthood couvote sprked controversy across the helps keep low-income women hea	e country and in Souther	n Oregon. Su	pporters of Planne	d Parenthood say the c	organization
Law Enforcement / Statistics From armed robbery to tire slashinearly 10%, robbery up 70%, and b					
Political Process / Bill Relying on God rather than doctor medical attention they need. There at Oregon City's Followers of Chr victim is under 18.	e have been at least 20	child deaths or	ver the past 25 yea	ars and numerous trials	for parents
3/10/11: Oregon's House giving the Senate.	ne thumbs up to a bill ma	aking it illegal f	for parents to rely o	on faith healing. It now	goes on to
Education / Funding Dozens gathered in downtown Me	Head Start dford for a stoll-in. It's	News part of a nation	2/23/2011 nal effort to raise a	5p, 11p, 5a, 6a, 12p awareness about fundir	

Start. A bill proposed in Congress would reduce that funding. Local organizers say that would mean fewer services for 150

It's been talked about for years, but it looks like funding has finally been awarded to three new downtown Medford projects. The Medford Urban Renewal Agency held a meeting to vote on funding various projectst. Nearly \$200,000 was awarded in an effort to revitalize the downtown area. Since 2010 the City of Medford has engaged in over 30 projects to revitalize the

News

News Two major fires, within hours of each other, are being investigated in Klamath Falls. One was at an apartment complex and the other at the Klamath Falls Gospel Mission. Flames destroyed the shelter's thrift store and a storage center that held canned goods and other dry food. No one was home at the time of the apartment fire. The State Arson Department is

2/24/2011

2/24/2011

6p, 11p, 5a, 6a, 12p

5p, 6p, 11p, 5a, 12p

Roque Valley families. The Grants Pass Early Head Start could close and 50 people could lose their jobs.

Downtown Medford

Fire Investigation

downtown area; these projects are expected to start in September.

RUNS

4

AIR TIME

6p, 5a, 6a, 12p

MAIN / SECONDARY ISSUE DESCRIPTION	TITLE	PROGRAM	SȚART DATE	AIR TIME	RUNS
Community Services / Homeless The Medford Gospel Mission is open time it snows or the temperature falls	Shelter ing its doors tonight to a below 30 degrees.	News nyone who car	2/24/2011 n't escape the cold	5p, 6p, 11p, 5a, 6a I weather. The offer	a, 12p 7 r is good any
Business / Unions Oregon labor unions are taking a s stripping most public workers of thei union members plan to gather in dow	r collective bargaining ri	ghts, affecting	tens of thousands	s of people. Tomor	row, Oregon
Consumer Affairs / Prices The price of coffee beans is on the rimake up for the rising costs.	Coffee Bean se after bad crops shrink	News supplies. Co	2/25/2011 ffee shops are forc	6p, 11p ced to push their pri	2 ces higher to
Education / College It's getting easier for local students to GPA, meet the new high school grade spot in one of the seven Oregon Un Board of Higher Education. The B education.	uation requirements and iversity System schools.	most excel on The automat	the SAT, ACT or ic admission plan	OAKS test to have a was approved this	a guaranteed week by the
Consumer Affairs / Recall There's been a recall on broccoli sold a week after officials found a bacteri cooked broccoli with expiration dates Vons in northern California.	a that tested positive fo	r beina potenti	ially dangerous. 1	They're recalling bot	ed the veggie Irh fresh and
Young People / Social Issues About 100 young men live at the Rog technical skills they need to find a j Oregon will teach students the social teamwork, conflict resolution and acc	ob, some were never to skills they need to know	aught social sk	tills. A new progr	ram funded by the	learning the University of
Transportation / Roads Neighbors say the condition of pother paved. Because it's a local access ro meeting where the Council ordered P to the road that has needed work since	oad, Medford Public Worl Public Works to fix it, whi	ks cannot fix it.	But that changed	I at the last Medford	see the road City Council
3/4/11: More viewers are speaking u a city road, the burden of maintainin maintenance of a road if residents bri	ig and repairing local ac	s, saying they cess roads fa	need help fixing the lls on the resident	neir streets. Becaus s. The City can or	se they aren't nly take over
Law Enforcement / Safety Issues Oregon lawmakers are considering a law, police would be able toset up blo	Sobriety Checkpoint a bill to allow sobriety ch ckades to stop drivers a	News neckpoints to c s they pass to	2/28/2011 rack down on dru make sure they ar	6p, 11p, 5a, 6a, 12 nk drivers. Under t en't drinking and dri	he proposed
Political Process / Bill Low level felons with sentences of ur extend the time a prisoner can stay away from those serving shorter sent can't afford it.	in County for up to two	vears. The qu	oal is to keep inm	ates convicted of s	ate bill would evere crimes
Community Service / Animal Protection Speaking out against cruelty is not an	Speechless option for animals. Joir	PSA the ASPCA a	3/1/2011 nd be their voice.		47
Safety / Young People When driving, not everything that light visit www.driversedge.org.	Lights Out nts up needs your attent	PSA ion. Don't text	3/1/2011 and drive. For m	nore information on	53 Teen Safety,

Quarter: January-February-March 2010

PROGRAM START DATE

AIR TIME

RUNS

TITLE

MAIN / SECONDARY ISSUE

DESCRIPTION	11166				
Services / Armed Forces The Air Guard offers nearly 2 evolving mission that has becominiform, it's about serving you	ome increasingly important to	Intelligence, S	3/1/2011 urveillance, and Ra Being in the Air Gua	econnaissance field ard is about more tha	54 is a new and n wearing the
Seniors / Health Alzheimers is rapidly heading research, prevention tips, and	Alzheimer's g towards epidemic levels. how to care for someone wit	PSA Viewers are h the disease.	3/1/2011 urged to learn m Visit www.ahaf.org	ore about Alzheime or call 1-800-437-24	48 r's: the latest 123.
Drugs & Alcohol / Rehabilitation If your world is controlled by a years.	My World Icohol, there is hope. We are	PSA AA. Alcoholid	3/1/2011 as helping other alc	oholics get sober for	64 more than 70
Business / Industry There may be a new addition list. The plates would carry ar	Wine Country to the choices for Oregon lic extra fee and that money we	News ense plates; la ould go to touri	3/2/2011 wmakers may be a sm projects, not to	5p, 6p, 11p, 5a adding a Wine Counti local wineries.	4 ry plate to the
Business / Expansion A local bank is looking to incre stock to the community that o refinancing a current one is n owners who can't get financing	can be invested in local sma o walk in the park. People's	all businesses	through loans. Sta	arting your own busi	ness or even
Young People / Social Issues Everyone feels like an outsid salutation to make others feel big difference. Pass it on.	Just Say Hi er at some point. Being th welcome. Viewers are enco	PSA e new girl at s uraged to read	3/4/2011 school is no excep th out and "just say	otion. But all it take hi." It's a little word	52 s is a simple that makes a
Education / Funding School districts are struggling called for cutting \$5.5 billion ir funding cuts. None of the dist exact figures, next year's budg	state education funding. So ricts know how much funding	chool districts t they will get a	hroughout the area	a are developing plan	s to meet the
Taxes / Information Should Californians continue whether to extend his propose he needs 2/3 approval for the	d \$9.3 billion in tax increase	s. To get his l	3/7/2011 ernor Brown wants budget plan on a s	11p, 5a, 6a s voters to have the pecial election ballot	3 final say on this summer,
Agriculture / Economics Your budget may be taking a zucchini prices have quadrupl and disease. Add in higher ga	ed and for about a week they	y had no suppi	y at all. The lettuc	6p, 11p, 5a, 6a b. At Ray's Food Pla e is damaged, hit by	4 ace, they say both weather
Recreation / Outdoor The City of Medford says it's i Council on Thursday about th 1961. Parks and Rec says the total, dozens of code violation this week with information on a	e state of the public swimm e facilities are in need of rest s are scattered throughout the	ning pools. Ha oration; proble ne pools. The	awthorne Pool ope ms range from leak	ned in 1950 and Jac king pipes to foundati	ak to the City ekson Pool in on issues. In
Rights of Citizens / Protests A website is making money of the Those who are pictured on if mugshots dating back years a no control over it. Frustrating	t want it stopped. The we go. For \$24, the site will tak	bsite is called e down a phote	medfordmugshots o. Since the county	s.com and there are y is not running the s	the website. hundreds of

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Consumer Affairs / Prices Alcohol Surcharge News 3/9/2011 11p, 5a, 6a, 5p, 6p 6
The Oregon Liquor and Control Commission is thinking about extending the 50 cent surcharge on distilled spirits. The current charge is expected to expire this June and the OLCC wants to extend it until June 2013. The extension is an effort to offset the state's budget deficit; if continued, it could generate an additional \$29 million. The agency will be taking public testimony at its next Commission meeting in April and written comments can be submitted April 1-May 2.

3/10/11: Governor Kitzhaber is recommending the extension of the distilled spirits surcharge.

Preserving Heritage / Historic Sites Covered Bridges News 3/10/2011 5p 1
Oregon's covered bridges may be in danger. The proposed Federal budget cut funds to care for the bridges. That puts the cost of their care on the State and local counties. The problem is most areas don't have the money to take care of the bridges, either.

Consumer Affairs / Information Debit Card News 3/10/2011 5p 1

JP Morgan Chase, a bank with locations throughout the Northwest, is proposing changes that would limit debit card purchases to \$50 or \$100. It all comes down to the fees the banks charge retailers every time you swipe. They're called interchange fees and currently everytime a card is swiped banks charge the store an average of 44 cents. Under the new financial reform laws going into effect in July, banks will only be allowed to charge 12 cents a swipe. That would cost JP Morgan Chase about a billion dollars a year. Other banks are in the same situation.

Environment / Tsunami Tsunami News 3/11/2011 5a, 6a, 12p, 5p, 6p, 11p 52
The largest earthquake to hit Japan in recorded history with a magnitude 8.9 triggers a tsunami that rolled across the Pacific overnight. Huge surges have slammed our area with waves as high as 8 feet hitting the Southern Oregon and Northern California coast. The harbors of both Crescent City and Brookings have been destroyed along with the boats anchored in them.

3/12/11: Clean up is starting today in many coastal cities after yesterday's tsunami slammed into the West Coast. The economic damage is unknown right not, but it's likely to be in the millions of dollars. Four people were rescued from the ocean waters off the coast of Southern Oregon and one is confirmed dead in Crescent City. Governor Kitzhaber touring both Crescent City and Brookings.

3/14/11: Oregon Governor Kitzhaber is still deciding whether to delcare a state of emergency in Curry County. That county was hit hard by the tsunami waves that caused millions of dollars of damage in Port Orford, Gold Beach, and Brookings.

3/14/11: High winds on Sunday made the clean-up efforts on the coast impossible. Now, crews are scrambling to minimize the tsunami's damage to the environment, working to contain oil spils from overturned and sunken boats.

3/15/11: The Governor announced a state of emergency on the Oregon coast. It's the first step in rebuilding the harbors in Curry County. Federal and State aid workers will receive an analysis from Brookings and Crescent City port officials on the damage caused by the tsunami. Based on the reports a final decision will be made on what type of aid will be given to the ports.

3/16/11: FEMA officials met with the city, county, and port leaders to discuss the scope of damage left by the tsunami. Fixing the docks are a high priority for the people who work on the harbor; their current condition makes it impossible for large ships to come in and out of the port.

3/19/11: It's been a little over a week since the devastating tsunami hit our coast and destroyed the harbors at Brookings and Crescent City. So far, crews in Crescent City have pulled out 16 boats and divers are looking for more. In Brookings, all but one boat has been pulled out.

3/21/11: More than a week after the tsunami hit our shoreline, families still need help after their houseboats were destroyed. The Southern Oregon Red Cross says they've been busy, hard at work bringing food, supplies and shelter to the nearly dozen families who now have nothing.

3/23/11: The port of Brookings Harbor is open for business. Port managers say the port is ready for boaters and fishermen to return. The Coast Guard declared the channel clear of wreckage last week and whale watch tours are gearing up to begin next month.

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3/24/11: The last of the major clean up is complete in Brookings. The last boat sitting at the bottom of the harbor was raised to the surface Tuesday. The focus is shifting now to the port itself. Once everything is picked up, the community can start rebuilding.

3/26/11: Dozens showed up at Brookings Harbor to lend a hand. None of them were there for a paycheck, they just wanted to give what they can to those who lost everything. Many from all over the Oregon and Northern California area pitched in and help with clean up efforts.

Safety / Boating Boat Inspection News 3/12/2011 6p 1
Before you head out to the water, don't forget to have your boat inspected. In preparation for the upcoming boating season, the Jackson County Marine Patrol is holding their annual dry dock inspections, where boaters can have their boats inspected prior to the start of the season. Inspections will be held in White City tomorrow from 9am-4pm.

Environment / Air Quality Radiation News 3/12/2011 6p, 11p, 5a, 6a, 12p, 5p 37

The Oregon State Health Department is closely monitoring the amount of radiation released from the explosion of a nuclear reactor in Japan. There hasn't been elevated radiation readings detected in Oregon and air samples remain normal. Given the current size of the release and the distance from Oregon, experts don't expect there to be a public health risk.

3/14/11: The Oregon State Health Department is watching radiation levels in our area. Right now, air samples are normal. The head of the U.S. Nuclear Regulatory Commission says it's very unlikely that we will feel any harmful effects here in the United States.

3/15/11: The State of Oregon is working with federal and international agencies to monitor our radiation levels. At this point, levels are not going up and most experts agree that they probably won't. They say Japan is too far and the levels emitted aren't strong enough to make it here.

3/21/11: With the threat of nuclear meltdown in Japan, many in the U.S. are still concerned about harmful exposure to radiation. Local HAZMAT teams say those fears may be overblown. In fact, people are exposed to low levels of radiation every day. Last week potassium iodide pills flew off of shelves across the country, the pills are said to prevent radiation poisoning. Doctors say they aren't necessary and overdosing on the tablets could have harmful effects similar to radiation poisoning, including vomiting and dizziness.

3/28/11: Contamination is spreading in Japan, but radiation levels in Oregon are normal. Health experts say you aren't at risk at all, although there are trace elements of radiation in the air. To put it into perspective, experts say you would need to be exposed 24 hours a day for 100 years to equal the exposure you get from one x-ray.

3/31/11: Radiation has been detected in milk in Northern California and Washington. The Environmental Protection Agency and Food and Drug Administration found trace amounts of radiation in milk in Spokane. Experts say not to fear, though, radiation is all around us all day, everyday. The amount found in Washington was 5,000 times below unhealthy levels.

Law Enforcement / Scam

Scammers

News

3/13/2011

6p, 11p, 5a, 6a

4

As people open up their wallet to help those suffering in Japan, scammers are lurking. Viewers are reminded to be leary of social media websites or charities trying to imitate a legitimate cause. Anything that is unsolicited should be approached with precaution. To be safe, donors should contact the charity, go through their website instead of clicking on a posted link. Never give a cash donation and never wire money. Most importantly, do your research.

Community Services / Disaster Preparedness Tsunami Maps News 3/14/2011 5p, 6p, 11p, 5a, 6a 5
Oregon geologists are revamping the state's tsunami maps. It could change the way coastal residents evacuate if another tsunami hits. State workers say the current maps are too vague. They are about half-way through the re-mapping project.

Community Services / Disaster Preparedness Earthquake Alert News 3/14/2011 5p 1

The Northwest is looking at a new earthquake alert system. A similary system sent out an alarm in Japan seconds before last week's earthquake. Experts say it may have saved thousands of lives. Installing a system on the West coast would cost about \$150 million.

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DECORM FICH					
Ashland District's decision	School Sports ancels their middle school sports is Talent Middle School., whose ure of their sports programs. I	district is facin	g a budget shortfa	II as well. Now the scl	fected by the hool board is
rennovated need to be stro	Building Safety ing Safety Department is inspec ong enough to withstand an eart at risk. Most buildings have beer	hquake. Engin	eers say old multi-	-story buildings, many	up or being
next year, saving the Dist leaders have also recong	RR Schools It is making a major cut. The Surict more than \$100,000. He s Rigured grades: 7-12 will be go they may not return next year.	avs a lack of	enrollment and fe	deral funds are to bla	me. Districi
facility, costing about \$23	Hawthorne Pool enter will close for the 2011 seas 0,000. One of the biggest repa uture of the 61 year old Hawth il testing around the pool in orde	airs is to the particular to the particular in t	ool tank, which is unknown. The Ci	a major source of le ity Council has asked	aks and has
fund. The move would Representative Sal Esquiv through the highway fund	OSP s way to Oregon State Police. (stablize their funding source el says he doubts the proposal (twice before. He'd rather se of the general fund. The propos	e and would will pass with vo ee dedicated fu	bring the departi oters because they inding for OSP c	ment's technology up y have denied funding ome from Oregon Li	o to speed State Police
averaging more than \$3.50 meeting minimum balance	Bank Fees a bank account. Fees for usin a pop. Most larger institutions requirements can lead to charge switching to smaller community b	have also done es between \$5	away with stand- and \$12 per mont	alone free checking ac	counts. Not
feel, they can't hold you do	Be Kind - Mario ecome an epidemic. No one ca own from rising above it. There's elp or find out how to help, go to	s a whole world	l of people who kr	now what you're going	9 ey make you through and
Community Service / Health Service Every year Community He Center with a tax deductab	ealth Center sees over 10,000 le donation: 541-773-3863 or w	PSA patients, 57% o ww.communityh	3/21/2011 of them are unins lealthcenter.org.	ured. Support Comm	15 unity Health
pushing planting back a m	Late Winter ving its affects on local crops wi onth. Last year's late winter did in this year, together with alread	l a number of t	ne produce isle, le	ess vegetables and fru	growers are it and higher
continue drawing extende	Unemployment Benefits I a bill preventing thousands from I benefits will now go to the I ate officials estimate the bill will	House. Exten	ded benefits prov	ide up to 20 additior	g workers to
3/23/11: Thousands of pe	cople looking for jobs get a big	break. Lawma	kers have approv	ed an extension of ur	employment
peneils to more than 60,00	00 Oregonians. It will provide ne	any o months	or auunnonal junus	•	Page 20

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The American Academy of Pediatrics has new advice on children's car seats and the new recommendations will change the way many parents buckle up their children. The Academy now advises parents to keep their toddlers in rear-facing car seats until age 2 or until they reach the maximum height and weight for their seat. They also say kids should stay in a booster seat

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3/21/2011

3/22/2011

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until they are 4'9" and are between 8 and 12 years old.

Child Safety Seats

Health Net

MAIN / SECONDARY ISSUE DESCRIPTION

Consumer Affairs / Information

Safety / Children

Consumer Affairs / Information Health Net News 3/22/2011 12p, 5p, 6p, 11p, 5a, 6a 6 A data breach at one of Oregon's largest insurance providers. Health Net says health histories are missing for about 120,000 Oregon customers. Several of their server drives have been missing for more than a month. The breach affects a total of nearly 2 million people. They are offering customers two years of free credit monitoring and identity theft insurance.	
Law Enforcement / Domestic Violence Domestic Violence News 3/23/2011 5p, 5a 2 A new proposal could make domestic violence laws tougher. The proposal would make choking someone a felony. The Oregon Attorney General helped write the bill and is asking for the public's support. Community Works Director says abusers tend to strangle their victims because it rarely leaves a visible mark. They've been pushing for an increase in punishment for the last few years, but it hasn't passed.	
Community Services / Emergency Services Reverse 9-1-1 News 3/23/2011 6p, 11p, 5a, 6a 4 Many are wondering how to prepare for emergencies after we've seen a whirlwind of disaster from Japan to right here on our coasts. Reverse 9-1-1 is one of the ways police send out warnings to residents. Jackson County has been using the system since 2002, but now everything must change because many people do not have a landline anymore. The County is switching to a new system that's all done online and allows registered users to get notifications through phone, email, text, instant messaging, faxing and more. The new system won't just be for emergencies, but also road closures and construction. The new system should be up and running in the next two months.	
Young People / Bullying Be Kind - Bruno PSA 3/23/2011 18 Bullying and teasing has become an epidemic. None of us can stay silent any longer. Be part of the solution and stop picking on people before it's too late. If you're being bullied and feel you can't take it any more, reach out for help. Being a teenager is tough enough without being bullied. To get help or find out how to help, go to www.ellentv.com. Be kind to one another.	
Young People / Bullying Be Kind - Ellen PSA 3/23/2011 11 Bullying and teasing has become an epidemic. A shocking number of news stories have reported teens who have been teased and bulled and then committed suicide. This needs to be a wake-up call. Being a teenager and figuring out who you are is tough enough without being bullied. To get help or find out how to help, go to www.ellentv.com. Be kind to one another.	
Rights of Citizens / Constitutional Rights Freedom of ExpressionNews 3/27/2011 6p, 5a 2 The Judiciary Committee is continuing to listen to public testimony about making changes to freedom of expression and nudity in state law. Oregon's iron-clad protections for freedom of expression limit a city's ability to impose restrictions on strip clubs. Some lawmakers want to loosen protections for freedom of speech, something voters have rejected in the last two decades. There are two proposals: one would amend the Oregon Constitution by adding language allowing governments to restrict live entertainment involving nudity. The other would re-write the state free expression clause to match the U.S. Constitution and allow a different interpretation of state limits.	
Community Services / Emergency PreparednessFloodplain Plan News 3/28/2011 5p, 6p, 11p, 5a, 6a 5 Jackson County has a new game plan for its floodplains and it'll affect more than 5,000 properties. The Federal Emergency Management Agency has drawn up new floodplain maps that go into effect May 3rd. Homeowners who do not currently have flood insurance will have to have it; while some homeowners who already have the coverage may have to pay a higher premium if they are removed from a low risk to a high risk area. Community Development planners in each city are notifying those property owners so they have a heads up.	
Education / Funding School Cuts News 3/28/2011 5p, 6p, 11p, 5a, 6a, 12p 6 School Districts have been making headlines for budget cuts. A bill going through the State Legislature may prevent certain programs from getting cut. If Senate Bill 248 becomes law, school districts in Oregon would be required to offer full day kindergarten. The Medford School District says they simply can't afford it. Just a few weeks ago the District voted to completely cut full day kindergarten from all 14 Medford elementary schools as part of a plan to close the Districts nearly \$2 million budget shortfall. The bill passed the State Senate last week and is headed to the State House. If passed into law, it won't be put into effect until the Fall of 2015.	
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Political Process / Budget Oregon's budget committee is recommended about every other state program. The of continuing current services.	OR Budget mending deep cuts; spe Legislature is strugglin	News cifically to scho g with a \$3.5 b	3/29/2011 pols, long-term ca illion gap betweer	5p, 6p, 11p, 5a, 6a re programs for sen n revenue and the p	ors, and just
Recreation / Outdoor Mt. Shasta is extending its ski seaso 4pm. The resort is also doing someth					2 from 9am to
Transportation / Driving Oregon Department of Transportatio difficult driving conditions are forecast April 5th can be fined a minimum of \$	in some snow zones th				
Law Enforcement / Funding Public Safety funding could come up on a levy, but if it doesn't pass they co	GP Public Safety short in Grants Pass. C uld be nearly \$5 million	News City officials me in the hole. La	3/30/2011 at to look for alter ack of funds would	6p, 11p, 5a, 6a native funding. Usu mean major cut bad	4 ally they rely cks.
Environment / Water Supply Good news for both Oregon and Cali snow is 165% of average. That's en water this spring for both fish and farm	ough to end California				
Energy / Cost There's a fight going on over utilities in from green sources. Supporters of the bill will force power rates up.	CA Energy California. A proposed bill say it's a necessar	News I bill would req y step for the e	3/31/2011 uire power compa environment. But	5p nies to get a third of some power compa	1 their energy inles say the